



*“Providing Opportunity  
Encouraging Growth”*

## 2009 Sponsorship Opportunities

Here at the Altoona Area Chamber of Commerce, we want to help you make the **most of your membership**. One of the many values of membership into the Chamber is the opportunity to get your business name out in front through events and miscellaneous sponsorships. In 2009, we are excited to introduce something new! Rather than having a member of the Chamber Staff contact you each month for different sponsorships, why not have it all figured out at once — at the beginning of the year!

This packet lays out each of our sponsorship opportunities for 2009. Some benefits for choosing sponsorships in advance include:

1. The pressure of making a “snap-decision” is eliminated. A chance to read about each sponsorship opportunity allows your business to choose those that are best suited for your marketing goals.
2. The ability to plan ahead for your tax-deductible Chamber sponsorships.
3. Never worry about missing a sponsorship—they’re all laid out right here in front of you!

### **The Process**

Once you have decided which opportunity works the best for your business, simply mark the sponsorship(s) that your business would like to purchase on the “Pick and Choose” sheet near the back of this packet. Then, fill out the “Contact Sheet.” Be sure to sign where noted to verify your commitment to the payment of each sponsorship purchased.

### **Payment**

The total amount of sponsorships purchased will be required 30 days after invoicing. If a payment plan is desired, this can be set up with the Chamber after the packet is returned. Payment by credit card is available by filling out the necessary information or calling directly into the Chamber at 515.967.3366. Please return the last three sheets of the packet, filled out completely, to the Chamber Office.

### **Have Any Questions?**

Contact the Chamber at 515.967.3366 with any questions. Remember, choosing sponsorships early eliminates solicitation calls throughout the year and allows your company to budget Chamber spending for a full year.

***‘Show case Your Business Name and /or Logo in the Chamber World’***



## 2009 SPONSORSHIP OPPORTUNITIES

### ***Business Tune-Ups***

*Held six times a year ( March-May and August-October), these educational sessions allow staff to take a step back and get refreshed on a variety of topics devoted to professional development. This year's sessions will include e-marketing, customer service, ten most costly mistakes made by small business owners, employment law updates, and pre-employment screening/hiring, etc.*

#### **Business Tune-Up Sponsor - \$200**

**BENEFITS:** Invest in the professional development of your fellow business colleagues. Sponsorship includes one Business Tune-Up, held once a month, March-May and August-October, at the Altoona Public Library. Sponsor can hang banner at Business Tune-Up, introduce guest speaker, provide marketing materials on tables. Logo will be included on event registration materials. This also includes registration for two plus lunch. 6 sponsorships available. Limit of 1 per session.

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### ***Annual Spring Dinner & Business Expo—April 14, 2009***

*Held in conjunction with Mitchellville and Pleasant Hill Chambers, the Annual Dinner incorporates our students of the SE Polk School District. Every year the dinner is held at a SEP School, entertainment is provided by school groups such as the Show Choir or Speech Team, with an amount of the proceeds going toward supporting the school groups that entertain our guests for the evening and the FFA, who provide the centerpieces for the dinner which are auctioned off to dinner guests. Businesses that come to this dinner also have the opportunity to display a booth at the Business Expo, held during the social hour.*

#### **Business Expo Sponsor - \$500—AACC Sold Out**

**BENEFITS:** Business Expo Branding Rights. (example: Business Expo presented by your company name). This sponsorship includes booth space separate from all other booths and the first booth people see when they come to the Business Expo. This also includes the ability to hand out marketing materials to people as they enter the Business Expo along with your logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and logo on all pre-event marketing. **Limited 1 sponsorship per participating Chamber.**

#### **Dinner Sponsor - \$500**

**BENEFITS:** Location! Location! Location! Have your company logo on a sign displayed on the tables during the dinner as well as hang your banner near the featured entertainment for the night. This sponsorship includes your logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and logo on all pre-event marketing. **Limited to 1 sponsorship per participating Chamber.**





## 2009 SPONSORSHIP OPPORTUNITIES

### ***Lunch Reception with Congressman Boswell—May***

*Want to be an advocate for eastern Polk County? All Chamber members are invited to attend a luncheon with Congressman Boswell. Meet the Congressman, share your ideas, and hear how his agenda will have an impact on you and your business. This event is held each year in May.*

#### **Event Sponsor - \$300—Sold Out**

**BENEFITS:** Have your logo on a sign on the podium used by Congressman Boswell to address both invited members of the media and Chamber members. Have a representative from your company begin the luncheon and give a brief description of your business. This sponsorship also includes your logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and logo on all pre-event marketing. Limited to 2 sponsors.

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### ***Altoona Night at the Races—June***

*Held each year in June, you can't beat this community-wide event! Meet not only other Chamber members but also residents that will all come out for a night at Prairie Meadows. Be a part of the excitement at Prairie Meadows and show that your business supports the community with this sponsorship opportunity.*

#### **Host Sponsor - \$1,000—Sold Out**

**BENEFITS:** Altoona Night at the Races Branding Rights (ex. Altoona Night at the Races Hosted by the Altoona Area Chamber of Commerce and Your Business Name). Placement of banner in special reserved section where guests will gather for appetizers and beverages during the social hour, prior to the races. This sponsorship also includes your logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and logo on all pre-event marketing.

#### **Race Sponsor - \$100—Sold Out**

**BENEFITS:** To get closer to the action, you have to saddle up! This race sponsorship includes an 8 x 10 photo of your group in the winner's circle for your sponsored race, business name in the racing program, on Prairie Meadow's in-house televisions and infield video board, and your business name announced over the PA system during sponsored race. This sponsorship also includes your business name on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, business name on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and business name on all pre-event marketing. Limited to 8 sponsors.





## 2009 SPONSORSHIP OPPORTUNITIES

### ***Golf Outing—July 10, 2009—Terrace Hills Golf Course***

*Held each year in July, this is the biggest fundraiser for the Chamber. Find the sponsorship opportunity to best fit your marketing goals. If you're a golfer – try the platinum sponsorship – which includes your team registration fee and all you need for the day. If you're not a golfer, consider any of the remaining sponsorships which still allow your business to have a presence at this event. This event continues to get bigger and better! Last year, we filled the course with 152 golfers.*

#### **Platinum Sponsorship - \$800**

**BENEFITS:** For the true golfer—Be ahead of the rest! This golf sponsorship package includes a gold tee sign sponsorship (pick the tee box of your choice – first come, first serve; have your business logo on a unique sign designed like a golf cart; display your company banner; or have a table and play a game with the golfers or give away promotional products from your business). Includes your business name on table signs during the meal; 4-some team entry; golf events package for 4 for the day including 4 mulligans, 8 raffle tickets, 4 meal tickets, and 8 drink tickets. *\*New this year* – this package includes a VIP reception with beer and lunch before the outing begins – don't want to miss out on this! This sponsorship also includes your business name on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and business name on all pre-event marketing.

#### **Gold Tee Sign Sponsor - \$300**

**BENEFITS:** Not a golfer? Have your business name on one of the tee boxes instead! This golf sponsorship package includes the ability to pick the tee sign of your choice – first come, first serve – have your business logo on a unique sign designed like a golf cart; display your company banner; or have a table and play a game with the golfers or give away promotional products from your business at your sponsored tee box. This also includes your business name on table signs during the meal. This sponsorship also includes your business name on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), business name on all pre-event marketing. Limited to 18 sponsorships. In 2008, we had 152 golfers!

#### **Silver Tee Sign Sponsor - \$200**

**BENEFITS:** Take a step down from the gold sponsorship and you've got silver! Have your business name on a unique tee sign designed like a golf cart. These signs will be placed at each of the tee boxes during the tournament. This sponsorship also includes your business name on table signs during the meal. Limited to 18 sponsors. First come, first serve.

#### **Beverage Cart Sponsorship - \$300**

**BENEFITS:** Have your business name on one side of the most popular carts maneuvering its way around the course – the beverage cart! This sponsorship includes your business name on table signs during the meal, on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, as well as on an electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org). Your business name will also be on all pre-event marketing. Only 4 sponsorships available – first come, first serve.





## 2009 SPONSORSHIP OPPORTUNITIES

### ***Business After Hours***

Regional Business After Hours: *As part of the dual membership with the Greater Des Moines Partnership, invitations for this business after hours goes out to members of all 13 regional affiliate Chambers, totaling 4,000 business contacts from around the region. New this year, is the opportunity to sponsor a Local Business After Hours. With this opportunity, you can showcase your business during a special event, office update or new location. Electronic invitation sent to more than 400 Chamber members. With both sponsorships—INVITE area professionals into your business!*

#### **Regional Business After Hours - \$495—Sold out for 2009—July 16 @ Prairie Meadows**

**BENEFITS:** Invite sent electronically to more than 4,000 business contacts throughout the Greater Des Moines region, business name in OneVoice Weekly – the Greater Des Moines Partnerships weekly electronic news update, invitation and briefs included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), business name on all pre-event marketing. Sponsor will provide food and beverage as well as space to accommodate for an anticipated 300-400 attendees. **Limited to 1 sponsor.**

#### **Local Business After Hours - \$250**

**BENEFITS:** Promotion of your Business After Hours in the Friday Flash weekly e-mail blasts and on the Calendar of Events Page on the Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org). Includes one set of mailing labels to send out your invitation via US Postal Service. Limited to 12 sponsors (1 per month). First come, first serve.

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### ***Teacher Appreciation Breakfast—August 2009***

*Support our SE Polk educators that are shaping our children's future. At this event, more than 400 teachers and staff enjoy a breakfast served by sponsoring businesses as well as a bag filled with specialty items from sponsoring businesses. This breakfast is held every year in August during staff orientation for the new year.*

#### **Breakfast & Bag Sponsor - \$150**

**BENEFITS:** Get your company in front of the educators by putting your logo on the Welcome bag distributed to more than 400 teachers and staff of the SE Polk School District. Your business name and logo will also be on the program the day of the event. A limit of two people from each sponsoring business is welcome to volunteer to serve breakfast to the educators. This sponsorship also includes your business name on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and business name on all pre-event marketing. Limit to 20 sponsors.

#### **Breakfast Sponsor - \$100**

**BENEFITS:** Thank the educators who are shaping our student's future. This sponsorship includes your business name and logo on a program the day of the event. A limit of one person from each sponsoring business is welcome to volunteer to serve breakfast to the educators. This sponsorship also includes your business name on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and business name on all pre-event marketing.





## 2009 SPONSORSHIP OPPORTUNITIES

### ***Taste of Altoona October, 8, 2009 to be held at Prairie Meadows Event Center***

*Promote Your Business with a Twist! Held every year in October, the Taste of Altoona is the biggest community event of the year. The Meadows Events & Conference Center is filled with Chamber member vendors who offer a "food delicacy" to participants. **\*\* You don't have to be a restaurant to participate.** Prepare your favorite entrée, side dish, or dessert and bring a very small sampling. More than 700 people walked through the doors in 2008 to not only sample a dish at each businesses booth, but also learn more about what that business had to offer. Make your dish memorable and bring them back to your booth next year!*

#### **Presenting Sponsor – (Prairie Meadows) - Sold Out**

**BENEFITS:** Event branding rights (example: The 10<sup>th</sup> Annual Taste of Altoona presented by your business name here), hanging of banner night of the event, logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), logo on all pre-event marketing. **Limited to 1 sponsor.**

#### **Gold Sponsor – \$500**

**BENEFITS:** Have your booth seen first! This sponsorship includes booth placement right outside the main entrance door, meaning more than 700 people that come and visit this event every year will see you first! This package also includes your booth registration fee and 10 tickets to the event. logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), logo on all pre-event marketing. **Limited to 2 sponsors.**

#### **Silver Sponsor – \$250—Sold Out**

**BENEFITS:** Next to Gold, this package secures you excellent booth placement, right inside the main door and the second booth that is seen by all guests! Sponsorship includes your booth registration fee and 10 tickets to the event. Logo on more than 400 invitations sent to Chamber members through the US mail and included in Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), logo on all pre-event marketing. **Limited to 2 sponsors.**

### ***Share Your View Breakfast—Oct 21, 2009***

*Every business has a voice. Let us know what issues your business is facing and have your voice heard at this annual breakfast. Representatives from the Greater Des Moines Partnership will be on hand to take ideas back to the Partnership to consider for the next year's Legislative Agenda. Some issues that have been brought up at past events include rising health insurance costs, wellness tax incentives, and creating more white-collar jobs in Eastern Polk County.*

#### **Host Sponsor - \$200**

**BENEFITS:** Be a part of this important event by having your banner displayed and distribute a piece of promotional material to guests. Logo on event invitation, included in Friday Flash weekly e-mail blasts and on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), logo on all pre-event marketing.

### ***Membership Luncheon—April / Spring and Summer / Fall***

*Held three times a year—March, June, and September—this event is new for the Chamber. Put your name on this luncheon that will include a guest speaker presenting topics such as economic development/business/city updates as well as a representative from the Chamber will present information on upcoming events and initiatives.*

#### **Luncheon Sponsor—\$350**

**BENEFITS:** Hang your company banner. Have a representative from your company begin the luncheon and give a brief description of your business. This sponsorship also includes your business name on all pre-event marketing including a brief in the Friday Flash weekly e-mail blasts, logo on electronic invitation posted to Chamber Web site at [www.altoonachamber.org](http://www.altoonachamber.org), and sent to all membership. Limited to 2 sponsors per luncheon.



## 2009 SPONSORSHIP OPPORTUNITIES

### *A La Carte Items*

*These items are other sponsorships available, outside of AACC events. Whether you're needing to send out a mass mailing about an upcoming promotion or advertise a special event or new product—check out the opportunities below! Think about how you can maximize your marketing dollar by utilizing the Chamber. These sponsorships are not limited.*

#### **Membership Labels - \$100**

A set of Altoona Area Chamber of Commerce primary contact address labels. Contact information will only be sold in label form to ensure one time use. Labels are not sold to non-Chamber members.

#### **Discover Your Chamber Newsletter Insert - \$100 per insert, per month**

Have an upcoming sale or event to promote? Include an 8 ½ x 11 one or two sided insert into the bi-monthly Chamber newsletter. Business must provide 75 paper copies of the insert along with a PDF electronic version of the insert. The PDF version will be electronically mailed out with the newsletter. The paper copy will be sent via US Postal Service to all Chamber members. Insert subject to approval.

#### **Dollar Bill Plaque Sponsor—\$100 - Sold Out**

Be a part of welcoming a new member to the Chamber. Every new member receives a plaque with a dollar bill to place in their business, showing their support of the Chamber and community. These plaques are given out at grand opening events and delivered to the businesses by our Ambassadors Group—the welcoming committee of the Chamber. Sponsorship of these plaques include your business name and logo in our January/February newsletter as well as recognition in the “Welcome to the Chamber” letter in the “Welcome to the Chamber Basket” given to all new members. Limit to 2 sponsors per year.

#### **\* New This Year—Envelope Advertising—\$100**

Display your company logo on the Altoona Area Chamber of Commerce business envelopes for one full year. Your logo and text, “Official Supporter of the Altoona Area Chamber” will be printed on the envelopes that are used throughout the year for special event and membership mass mailings, mailings to new and prospective members, and mailings of our Membership Directory/Buyer’s Guide. Limit to 5 sponsors.

#### **2010 Discover the Chamber Newsletter Ad—\$200 or \$250**

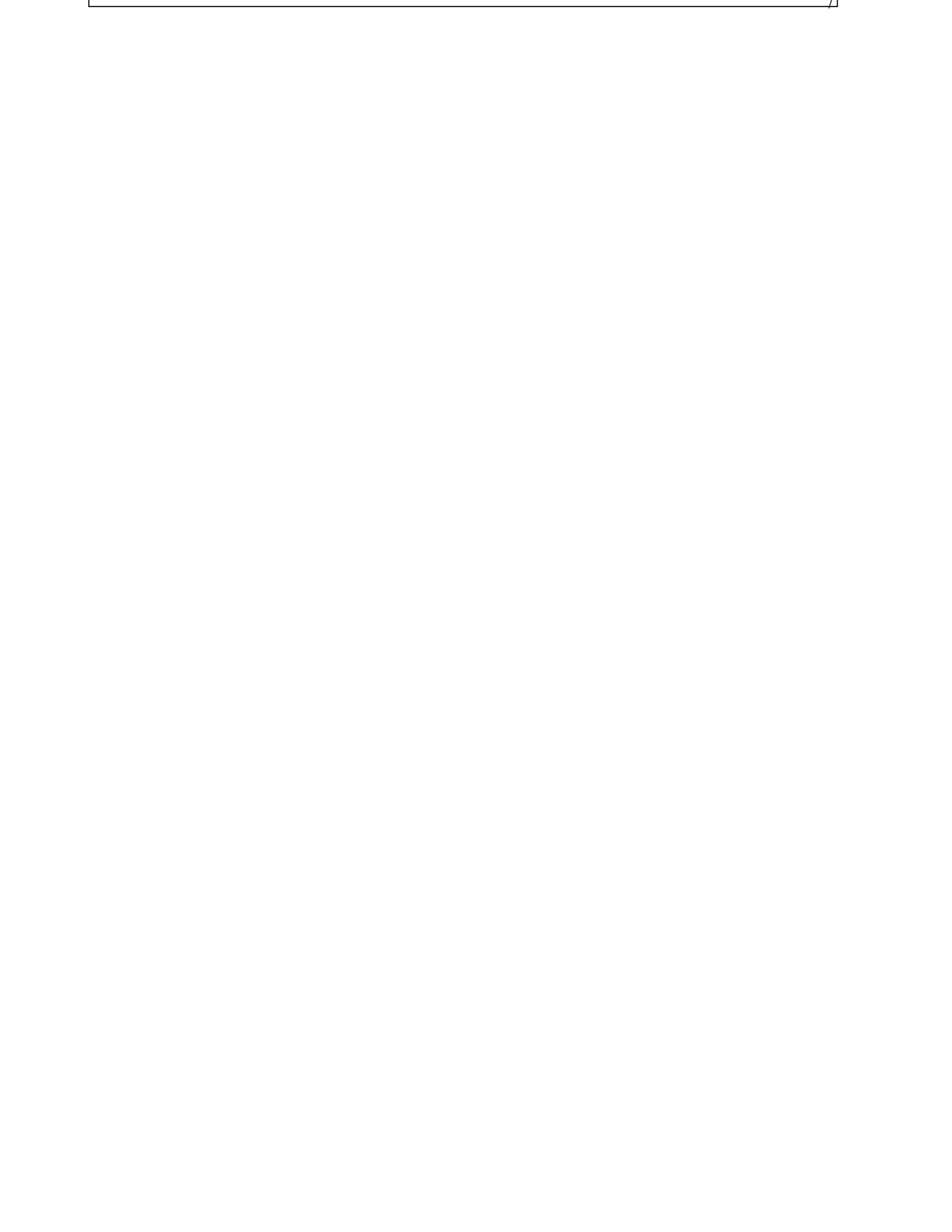
Have your business ad in the Chamber Newsletter distributed bi-monthly each year. Discover Your Chamber Newsletter is a 4-page newsletter with inserts that include the President’s Letter, upcoming events, member accomplishments, and much more! The newsletter is distributed both electronically and as a paper copy. The **\$200** sponsorship includes your ad in both the paper copy and electronic copy. The **\$250** sponsorship includes a hyperlink to your business Web site on the electronic copy. Limited to 16 sponsors.

#### **Friday Flash Advertising—\$300**

*Take advantage of this sponsorship!* Get in front of the entire membership on a weekly basis. Beginning February 13, 2009, and going through December 31, 2009, have your business logo listed on the weekly *Friday Flash* e-mail blast. The *Friday Flash* notifies members of upcoming events and happenings within the membership. Limited to 5 sponsors. Must provide Chamber with JPEG logo.

#### **Altoona Herald Chamber Page**

Just a reminder—in conjunction with the Altoona Herald, the AACC sponsors a monthly Chamber page. This page gets published the second Wednesday of every month and is distributed inside the Altoona Herald. To secure your spot on the Chamber Page, contact the Altoona Herald directly at 699.7000.





## PICK AND CHOOSE!

### *Business Tune-Ups*

\_\_\_\_\_ March, April, or May Sponsor—\$200 Which month would you prefer: \_\_\_\_\_

\_\_\_\_\_ August, September, or October Sponsor—\$200 Which month would you prefer: \_\_\_\_\_

Total: \$ \_\_\_\_\_

### *Annual Spring Dinner & Business Expo—Sold Out*

\_\_\_\_\_ Business Expo Sponsor—\$500

\_\_\_\_\_ Dinner Sponsor—\$500

Total: \$ \_\_\_\_\_

### *Lunch Reception with Congressman Boswell—Sold Out*

\_\_\_\_\_ Event Sponsor—\$300

Total: \$ \_\_\_\_\_

### *Altoona Night at the Races—Sold Out*

\_\_\_\_\_ Host Sponsor—\$1,000

\_\_\_\_\_ Race Sponsor—\$100

Total: \$ \_\_\_\_\_

### *Annual Golf Outing*

\_\_\_\_\_ Platinum Sponsorship—\$800

\_\_\_\_\_ Gold Tee Sign Sponsor—\$300

\_\_\_\_\_ Silver Tee Sign Sponsor—\$200

\_\_\_\_\_ Beverage Cart Sponsor—\$300

Total: \$ \_\_\_\_\_

### *Business After Hours*

\_\_\_\_\_ Regional Presenting Sponsor—\$495 -*Sold Out*

\_\_\_\_\_ Local Sponsor—\$250 Preferred Month : \_\_\_\_\_

Total: \$ \_\_\_\_\_





## PICK AND CHOOSE!

### *Teacher Appreciation Breakfast*

Breakfast & Bag Sponsor—\$150  
 Breakfast Sponsor—\$100

Total: \$ \_\_\_\_\_

### *Taste of Altoona*

Presenting Sponsor—Prairie Meadows - *Sold Out*  
 Gold Sponsor—\$500  
 Silver Sponsor—\$250- *Sold Out*

Total: \$ \_\_\_\_\_

### *Share Your View Breakfast*

Host Sponsor—\$200

Total: \$ \_\_\_\_\_

### *Membership Luncheon*

Luncheon Sponsor—\$350

Total: \$ \_\_\_\_\_

### *A La Carte Items:*

Membership Labels—\$100  
 Discover Your Chamber Newsletter Insert—\$100  
 Dollar Bill Plaque Sponsorship—\$100 - *Sold Out*  
 Envelope Advertising—\$100  
 2010 Discover Your Chamber Newsletter Ad—\$200 or \$250  
 Friday Flash— Your Business Logo \$300

Grand Total: \$ \_\_\_\_\_

**PLEASE NOTE:** Total amount of sponsorships can be paid in full with a credit card by filling out the necessary

- If unpaid, you will be billed by the Chamber Office. Invoice must be paid within 30 days after invoice is received by check or credit card.
- Sponsorships will be filled on a first come, first serve basis.
- Please remember to return sheets marking your chosen sponsorships as well as the following page to:

**Altoona Area Chamber of Commerce**  
**119 2nd St. SE, Altoona, IA 50009**  
**Fax: 515.967.3346**  
**phone: 515.967.3366/fax: 515.967.3346**





## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Number of Employees (2 part-time employees = 1 full-time employee): \_\_\_\_\_

## PAYMENT

Payment Enclosed: Yes  Check  Credit Card   
(please mark one) No  Please invoice

By signing this contract, I am committing to the payment of the total amount of sponsorships purchased.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## CREDIT CARD PAYMENT

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Total Amount Charged: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

